

LAMPIRAN 1: CONTOH KUESIONER YANG DISEBARKAN

No. Responden :

KUISIONER

Responden yang terhormat, Saya mohon kesediaan Anda meluangkan waktu untuk mengisi kuesioner ini. Jawaban yang jujur yang Anda berikan sangat berguna bagi penelitian yang sedang saya lakukan, dengan judul:

**ANALISIS FAKTOR-FAKTOR YANG MEMPENGARUHI PENINGKATAN EKUITAS
MEREK UNTUK MENINGKATKAN MINAT BELI ULANG
(Studi Kasus pada Kedai Kopi *Excelso* di Surabaya)**

PETUNJUK PENGISIAN

- Berilah skor pada setiap pertanyaan, dengan cara melingkari angka 1 s.d. 5 seperti dibawah ini:

1	2	3	4	5
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BAGIAN I

Petunjuk Pengisian: Berilah tanda (x) pada jawaban yang anda anggap paling benar.

1. Usia anda saat ini?
 - a. < 20 th
 - b. \geq 20 th
2. Apakah anda suka berkumpul bersama teman/keluarga di kedai kopi?
 - a. Ya (lanjutkan ke pertanyaan no 3)
 - b. Tidak (tidak perlu melanjutkan ke pertanyaan berikutnya)
3. Apakah anda pernah mengunjungi kedai kopi Excelso yang ada di Surabaya?
 - a. Ya (lanjutkan ke pertanyaan no 4)
 - b. Tidak (tidak perlu melanjutkan ke pertanyaan berikutnya)
4. Apakah dalam 3 bulan terakhir anda pernah mengunjungi salah satu kedai kopi Excelso di Surabaya?
 - a. Ya (lanjutkan ke pertanyaan no 5)
 - b. Tidak (tidak perlu melanjutkan ke pertanyaan berikutnya)
5. Dalam kurun waktu 3 bulan sudah berapa kali anda mengunjungi kedai kopi Excelso?
 - a. 1 kali
 - b. 2 kali
 - c. 3 kali
 - d. > 3 kali

BAGIAN II

Petunjuk Pengisian: Berilah tanda (x) pada jawaban yang anda anggap paling benar.

Keterangan:

1 = Sangat tidak setuju

2 = Tidak Setuju

3 = Netral

4 = Setuju

5 = Sangat Setuju

No.		Pertanyaan	Skor				
1. <i>Country of origin perception</i>							
			1	2	3	4	5
1		Sebagai kedai kopi asli indonesia, kualitas produk dari kedai kopi Excelso terutama dalam hal <i>food and beverage</i> sangat baik bila dibandingkan dengan kedai kopi asing					
2.		Harga produk (menu) dari kedai kopi Excelso sesuai dengan kualitas produk, dan terjangkau bagi saya					
3.		Menu <i>food and beverage</i> yang ditawarkan kedai kopi Excelso cukup bervariasi bagi anda.					
4		Excelso sebagai kedai kopi asli indonesia, yang menggunakan kopi asli dari indonesia, mampu bersaing dengan kadai kopi asing.hal ini dapat dilihat dari kualitas kopi yang disajikan,tidak kalah dengan kedai kopi asing, dari segi aroma, rasa, dan penyajian menu					

2. Promosi Penjualan						
		1	2	3	4	5
1	Excelso secara kontinu melakukan program promosi berupa diskon, dan voucher, untuk lebih, mengenalkan produk2nya. Teruma program new menu yang dilakukan setiap bulan.					
2.	Excelso selalu mengenalkan produk-produk barunya yang ditawarkan tiap bulan, serta program promosi berupa voucher dan diskon melalui situsnya diinternet, dan facebook.					
3.	Paket harga yang ditawarkan Excelso, cukup menarik dan hal itu merupakan salah satu faktor yang membuat anda tertarik untuk mengunjungi kedai kopi Excelso.					

3. Physical Environment						
		1	2	3	4	5
1	Tata letak kedai kopi Excelso (<i>interior design</i>) memudahkan saya bergerak (tidak sempit).					
2.	Peralatan yang digunakan oleh kedai kopi Excelso menarik (<i>eye catching</i>).					
3.	Kedai kopi Excelso menyediakan tempat duduk yang nyaman.					
4	Fasilitas pendukung pada kedai kopi ini (<i>sound system</i> , pencahayaan,dll) sangat baik.					
5	Anda percaya terhadap kebersihan kedai kopi Excelso					

4. Ekuitas Merek						
		1	2	3	4	5
1.	Anda dapat langsung mengenali kedai kopi Excelso hanya dengan melihat simbol,logo atau atribut lainnya.	0	5	14	67	34
2.	Kedai kopi Excelso ini mempunyai citra yang baik	0	9	21	65	25
3.	Kedai kopi ini mempunyai kualitas yang bagus, baik dari segi pelayanan maupun segi menu.	0	2	25	67	26

5. Minat Beli Ulang						
		1	2	3	4	5
1	Anda berniat untuk mengunjungi kembali kedai kopi Excelso.					
2.	Anda berniat untuk mencoba variasi menu baru lainnya yang ditawarkan Excelso saat anda mengunjungi kembali.					
3.	Anda lebih suka memilih kedai kopi Excelso dibanding kedai kopi lainnya.					
4	Anda tidak ragu untuk merekomendasikan kedai kopi Excelso kepada teman dan keluarga anda.					

===== **TERIMA KASIH ATAS PARTISIPASI ANDA** =====

LAMPIRAN 3: DATA RESPONDEN**Usia**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	20 - 24 tahun	17	14.2	14.2	14.2
	25 - 29 tahun	30	25.0	25.0	39.2
	30 - 34 tahun	25	20.8	20.8	60.0
	35 - 39 tahun	18	15.0	15.0	75.0
	40 - 44 tahun	8	6.7	6.7	81.7
	45 - 49 tahun	14	11.7	11.7	93.3
	>= 50 tahun	8	6.7	6.7	100.0
	Total	120	100.0	100.0	

Jenis kelamin

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Laki - laki	67	55.8	55.8	55.8
	Perempuan	53	44.2	44.2	100.0
	Total	120	100.0	100.0	

Pekerjaan

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	BUMN	7	5.8	5.8	5.8
	KERJA	21	17.5	17.5	23.3
	KULIAH	2	1.7	1.7	25.0
	PELAJAR	22	18.3	18.3	43.3
	SWASTA	51	42.5	42.5	85.8
	WIRASWASTA	17	14.2	14.2	100.0
	Total	120	100.0	100.0	

LAMPIRAN 4: STATISTIK DEKSKRIPTIF TIAP *ITEM* PERTANYAAN

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Kualitas produk	120	2	5	4.34	.783
Harga	120	3	5	4.07	.624
Kreatifitas produk	120	2	5	3.99	.750
Prestige coo	120	2	5	3.92	.805
Kontinuitas promosi	120	2	5	4.07	.807
Peiklanan khusus	120	2	5	4.01	.884
Paket harga	120	2	5	4.12	.852
Layout accessibility	120	2	5	3.97	.766
Facility aesthetics	120	2	5	4.12	.791
Seating comfort	120	2	5	3.89	.818
Electronic equipment	120	2	5	3.97	.739
Facility cleanliness	120	2	5	3.98	.733
Brand awareness	120	2	5	4.08	.735
Brand image	120	2	5	3.88	.812
Quality persepction	120	3	5	3.98	.572
Minat transaksional	120	2	5	4.10	.726
Minat eksploratif	120	3	5	4.16	.635
Minat prefensial	120	2	5	4.06	.770
Minat refensial	120	3	5	4.17	.653
Valid N (listwise)	120				

LAMPIRAN 5: HASIL UJI VALIDITAS TIAP *ITEM* PERTANYAAN

Standar > r tabel = 0,190

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Cronbach's Alpha if Item Deleted
Kualitas produk	6.87	1.831	.510	.471
Harga	6.92	2.396	.415	.601
Kreatifitas produk	6.83	2.443	.455	.554
Prestige coo	5.13	1.657	.440	.480

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Cronbach's Alpha if Item Deleted
Kontinuitas promosi	5.10	2.292	.364	.573
Peiklanan khusus	5.24	2.134	.458	.453
Paket harga	15.63	6.354	.575	.754

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Cronbach's Alpha if Item Deleted
Layout accessibility	15.79	6.788	.523	.769
Facility aesthetics	15.54	6.183	.637	.732
Seating comfort	15.83	6.644	.556	.759
Electronic equipment	15.74	6.664	.571	.755
Facility cleanliness	10.42	5.623	.705	.799

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Cronbach's Alpha if Item Deleted
Brand awareness	10.46	4.805	.670	.822
Brand image	10.53	5.360	.665	.814
Quality perception	10.39	5.702	.735	.791

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Cronbach's Alpha if Item Deleted
Minat transaksional	12.35	3.036	.546	.577
Minat eksploratif	12.24	3.748	.384	.678
Minat prefensial	12.35	3.305	.469	.629
Minat refensial	12.28	3.280	.500	.609

LAMPIRAN 6: HASIL UJI RELIABILITAS

Standar > 0,6

VARIABEL COUNTRY OF ORIGIN

Reliability Statistics	
Cronbach's Alpha	N of Items
.645	3

VARIABEL PROMOSI

Reliability Statistics	
Cronbach's Alpha	N of Items
.605	3

VARIABEL PHYSICAL EVIDENCE

Reliability Statistics	
Cronbach's Alpha	N of Items
.793	5

VARIABEL EQUITAS MEREK

Reliability Statistics	
Cronbach's Alpha	N of Items
.847	4

VARIABEL MINAT BELI ULANG

Reliability Statistics	
Cronbach's Alpha	N of Items
.691	4

LAMPIRAN 7: HASIL UJI *ASSESMENT OF NORMALITY*

Assessment of normality (Group number 1)

Variable	min	max	skew	c.r.	kurtosis	c.r.
y2.4	2.000	5.000	.307	-1.158	0.639	1.430
y2.3	2.000	5.000	.022	-1.006	3.090	2.309
y2.2	2.000	5.000	-.014	-1.570	1.467	2.281
y2.1	1.000	4.000	-.348	-0.717	0.301	0.673
y1.1	1.000	4.000	-.044	-1.522	0.992	2.218
y1.2	1.000	4.000	-.076	-0.725	1.337	2.390
y1.3	2.000	5.000	.173	-0.620	-1.045	-2.336
x3.1	2.000	5.000	-.714	-1.335	-1.203	-2.289
x3.2	2.000	5.000	-.562	-1.062	-0.665	-1.487
x3.3	2.000	5.000	-.524	-1.565	0.536	1.200
x3.4	2.000	5.000	-.601	-0.992	2.908	2.502
x3.5	2.000	5.000	.035	-1.063	3.671	2.210
x2.1	2.000	5.000	.045	-1.587	-0.677	-1.515
x2.2	2.000	5.000	.073	-1.508	1.231	2.454
x2.3	2.000	5.000	-.603	-1.061	3.232	2.227
x1.1	2.000	5.000	-.253	-0.701	1.730	2.469
x1.2	2.000	5.000	-.717	-0.763	-0.546	-1.222
x1.3	2.000	5.000	-.424	-1.005	-0.220	-0.492
x1.4	2.000	5.000	-.379	-1.510	0.821	1.836
Multivariate					-2.35	-.772

LAMPIRAN 8: HASIL UJI *OUTLIERS UNIVARIATE*

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Zscore: Kualitas produk	120	-1.42622	1.54164	.0000000	1.0000000
Zscore: Harga	120	-1.61292	1.86403	.0000000	1.0000000
Zscore: Kreatifitas produk	120	-1.82275	1.88454	.0000000	1.0000000
Zscore: Prestige coo	120	-1.59768	1.38245	.0000000	1.0000000
Zscore: Kontinuitas promosi	120	-2.04561	1.71163	.0000000	1.0000000
Zscore: Peiklanan khusus	120	-1.89171	1.91284	.0000000	1.0000000
Zscore: Paket harga	120	-2.27189	1.12180	.0000000	1.0000000
Zscore: Layout accessibility	120	-2.24627	1.41281	.0000000	1.0000000
Zscore: Facility aesthetics	120	-2.40528	1.04452	.0000000	1.0000000
Zscore: Seating comfort	120	-2.17905	1.45270	.0000000	1.0000000
Zscore: Electronic equipment	120	-2.34267	1.37258	.0000000	1.0000000
Zscore: Facility cleanliness	120	-1.82745	1.78728	.0000000	1.0000000
Zscore: Brand awareness	120	-1.38012	1.42690	.0000000	1.0000000
Zscore: Brand image	120	-1.50628	1.72146	.0000000	1.0000000
Zscore: Quality perseption	120	-1.95776	1.85194	.0000000	1.0000000
Zscore: Minat transaksional	120	-2.41297	1.10391	.0000000	1.0000000
Zscore: Minat eksploratif	120	-2.93917	1.13045	.0000000	1.0000000
Zscore: Minat prefensial	120	-2.50118	1.14426	.0000000	1.0000000
Zscore: Minat refensial	120	-2.63958	1.08689	.0000000	1.0000000
Valid N (listwise)	120				

LAMPIRAN 9: HASIL UJI *MULTIVARIATE OUTLIERS*

Observations farthest from the centroid (Mahalanobis distance) (Group number 1)

Observation number	Mahalanobis d-squared	p1	p2
29	36.839	.008	.633
13	32.737	.026	.818
6	31.168	.039	.847
49	30.672	.044	.776
11	29.479	.059	.840
105	29.231	.062	.767
81	27.729	.089	.916
37	27.671	.090	.855
110	27.583	.092	.782
19	27.146	.101	.785
109	26.054	.129	.917
112	25.994	.130	.872
4	25.710	.138	.864
2	25.647	.140	.808
102	25.257	.152	.831
107	25.044	.159	.814
25	24.815	.167	.803
43	24.754	.169	.744
116	24.319	.184	.800
118	24.005	.196	.821
46	23.984	.197	.759
16	23.933	.199	.698
76	23.912	.200	.621
60	23.649	.210	.641
104	23.490	.216	.621
56	23.486	.217	.535
82	22.937	.240	.684
42	22.917	.241	.613
15	22.870	.243	.550
103	22.768	.248	.512
92	22.424	.264	.587
8	22.190	.275	.614
99	21.925	.288	.657
69	21.891	.290	.595
3	21.635	.303	.638

Observation number	Mahalanobis d-squared	p1	p2
28	21.548	.307	.603
83	21.524	.309	.537
72	21.023	.336	.701
14	20.926	.341	.675
115	20.769	.350	.679
57	20.741	.351	.621
32	20.429	.369	.700
38	20.116	.388	.773
23	20.008	.394	.759
85	19.890	.401	.751
90	19.802	.407	.728
34	19.780	.408	.674
33	19.733	.411	.629
86	19.694	.413	.578
31	19.439	.429	.641
114	19.168	.446	.710
26	19.158	.447	.650
58	19.035	.455	.645
64	18.679	.478	.757
52	18.661	.479	.705
21	18.476	.491	.733
22	18.235	.507	.785
100	18.201	.509	.744
84	18.078	.517	.743
36	17.925	.527	.756
45	17.708	.542	.798
119	17.698	.543	.747
120	17.637	.547	.717
48	17.594	.550	.675
35	17.536	.554	.640
39	17.511	.555	.583
10	17.484	.557	.527
93	17.366	.565	.525
7	17.306	.569	.487
9	17.154	.579	.504
71	17.131	.581	.445
98	17.096	.583	.393
117	16.983	.591	.387
97	16.978	.591	.321

Observation number	Mahalanobis d-squared	p1	p2
70	16.851	.600	.322
106	16.805	.603	.281
111	16.779	.605	.233
44	16.686	.611	.219
108	16.673	.612	.172
101	16.482	.625	.198
65	16.474	.625	.152
27	16.352	.634	.150
41	16.276	.639	.133
67	16.150	.647	.132
30	16.062	.653	.119
53	16.036	.655	.091
51	15.915	.663	.088
18	15.732	.675	.102
40	15.444	.694	.150
89	15.313	.703	.149
54	15.276	.705	.117
20	15.244	.707	.089
17	15.180	.711	.072
87	15.102	.716	.060
91	15.090	.717	.040
73	14.515	.753	.137
66	14.163	.774	.218
62	14.158	.774	.159
55	14.147	.775	.113
47	14.141	.775	.076

TIDAK OUTLIER JIKA < 38,22

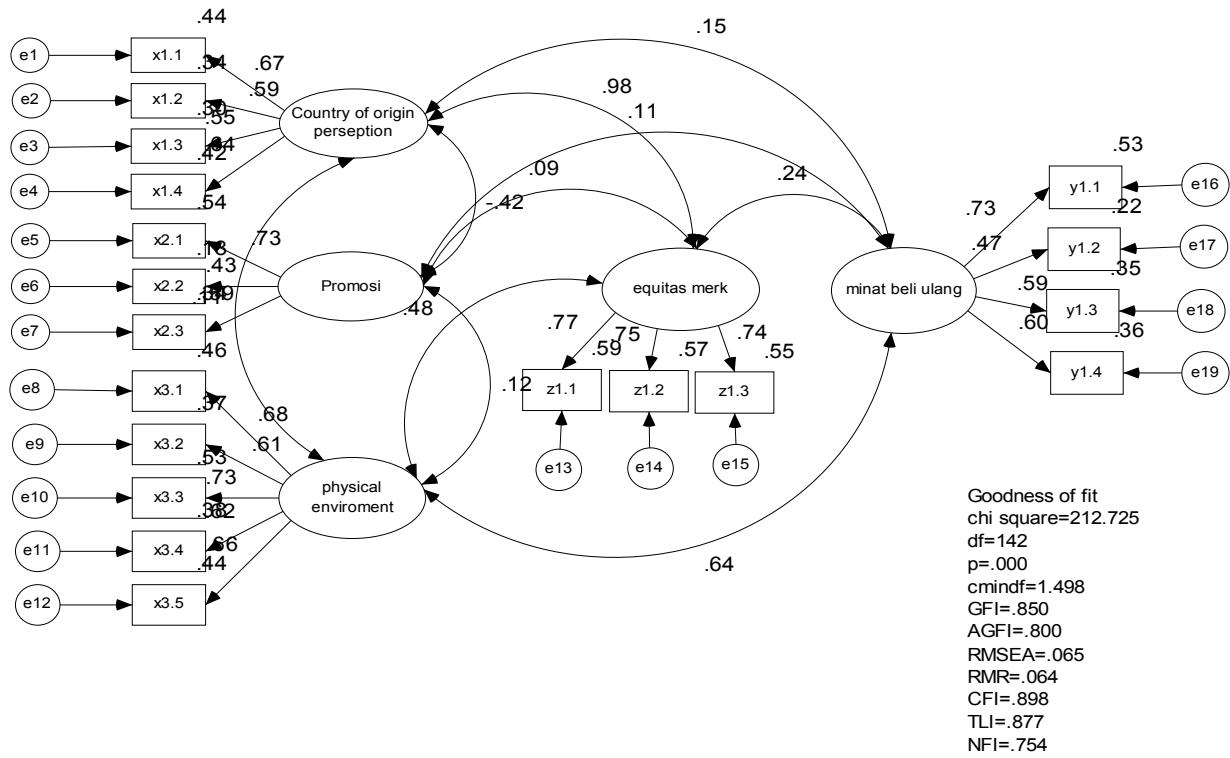
Condition number = 22.128

Eigenvalues

3.524 2.432 1.485 .937 .665 .595 .563 .514 .466 .418 .381 .356 .311 .284 .266 .241 .236 .199 .159

Determinant of sample covariance matrix = .000

LAMPIRAN 10: HASIL UJI VALIDITAS MODEL SEM



Regression Weights: (Group number 1 - Default model)

	Estimate	S.E.	C.R.	PLabel
x3.5 <--- physical_enviroment	1.000			
x3.4 <--- physical_enviroment	.966	.166	5.826	*** par_1
x3.3 <--- physical_enviroment	1.184	.189	6.248	*** par_2
x3.2 <--- physical_enviroment	.983	.173	5.681	*** par_3
x3.1 <--- physical_enviroment	1.989	.289	7.774	*** par_4
y1.1 <--- minat beli ulang	1.000			
y1.2 <--- minat beli ulang	.537	.133	4.029	*** par_5
y1.3 <--- minat beli ulang	.749	.152	4.942	*** par_6
y1.4 <--- minat beli ulang	.748	.147	5.079	*** par_7
Z1.4 <--- equitas merk	.916	.107	8.572	*** par_8
z1.2 <--- equitas merk	1.167	.144	8.092	*** par_9
z1.1 <--- equitas merk	.950	.113	8.407	*** par_10
x2.3 <--- Promosi	1.000			
x2.2 <--- Promosi	.792	.222	5.516	*** par_11
x2.1 <--- Promosi	1.896	.390	4.863	*** par_12
x1.4 <--- Country of origin_perseption	1.000			
x1.3 <--- Country of origin_perseption	1.013	.201	5.037	*** par_13
x1.2 <--- Country of origin_perseption	1.641	.263	6.250	*** par_14
x1.1 <--- Country of origin_perseption	1.000			

LAMPIRAN 11: HASIL UJI RELIABILITAS MODEL SEM

STANDAR LOADING

Standardized Regression Weights: (Group number 1 - Default model)

			Estimate
x3.5	<---	physical_enviroment	.659
x3.4	<---	physical_enviroment	.622
x3.3	<---	physical_enviroment	.724
x3.2	<---	physical_enviroment	.638
x3.1	<---	physical_enviroment	.655
y2.1	<---	minat beli ulang	.748
y2.2	<---	minat beli ulang	.671
y2.3	<---	minat beli ulang	.581
y2.4	<---	minat beli ulang	.593
y1.3	<---	equitas merk	.804
y1.2	<---	equitas merk	.755
y1.1	<---	equitas merk	.791
x2.3	<---	Promosi	.731
x2.2	<---	Promosi	.829
x2.1	<---	Promosi	.789
x1.4	<---	Country of origin_perseption	.569
x1.3	<---	Country of origin_perseption	.541
x1.2	<---	Country of origin_perseption	.748
x1.1	<---	Country of origin_perseption	.744

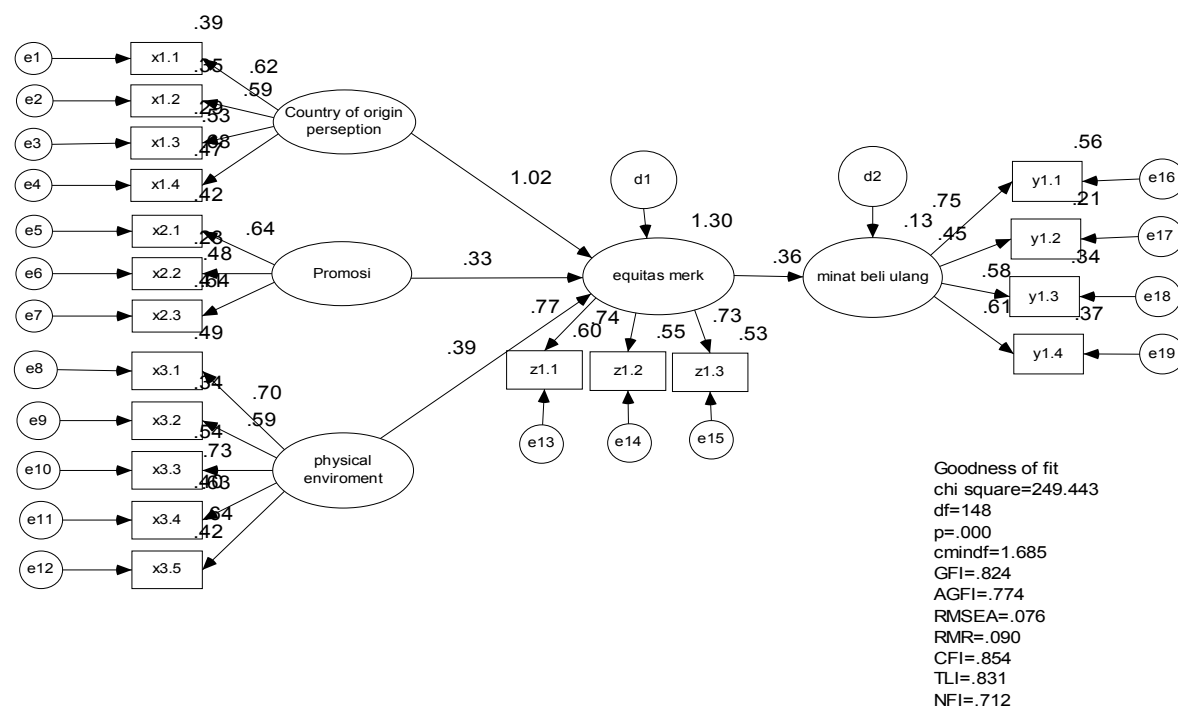
LAMPIRAN 12: HASIL UJI VALIDITAS DESKRIMINAN MODEL SEM

Correlations: (Group number 1 - Default model)

			Estimate
Promosi	<-->	Country of origin_perseption	-.689
physical_enviroment	<-->	Promosi	.139
physical_enviroment	<-->	Country of origin_perseption	-.064

STANDAR < 0,9

LAMPIRAN 13: MODEL



Regression Weights: (Group number 1 - Default model)

		Estimate	S.E.	C.R.	PLabel
equitas merk	<--- physical_enviroment	.635	.111	4.933	*** par_11
equitas merk	<--- Promosi	.795	.137	3.947	*** par_15
equitas merk	<--- Country of origin_perseption	1.486	.195	5.419	*** par_18
minat beli ulang	<--- equitas merk	2.236	.217	6.623	.009 par_12
x3.5	<--- physical_enviroment	1.000			
x3.4	<--- physical_enviroment	1.020	.176	5.809	*** par_1
x3.3	<--- physical_enviroment	1.219	.202	6.021	*** par_2
x3.2	<--- physical_enviroment	.975	.180	5.418	*** par_3
x3.1	<--- physical_enviroment	1.137	.201	5.649	*** par_4
z1.3	<--- equitas merk	1.000			
y1.1	<--- minat beli ulang	1.000			
y1.2	<--- minat beli ulang	.518	.139	3.739	*** par_5
y1.3	<--- minat beli ulang	.740	.164	4.524	*** par_6
y1.4	<--- minat beli ulang	.761	.163	4.661	*** par_7
Z1.4	<--- equitas merk	.916	.107	8.554	*** par_8
z1.2	<--- equitas merk	1.172	.145	8.080	*** par_9
z1.1	<--- equitas merk	.954	.113	8.415	*** par_10
x2.3	<--- Promosi	1.000			
x2.2	<--- Promosi	.869	.221	3.925	*** par_13
x2.1	<--- Promosi	1.491	.327	4.567	*** par_14
x1.3	<--- Country of origin_perseption	1.000			
x1.2	<--- Country of origin_perseption	1.055	.201	5.248	*** par_16
x1.1	<--- Country of origin_perseption	1.514	.250	6.069	*** par_17

Standardized Regression Weights: (Group number 2 - Default model)

		Estimate
equitas merk	<--- physical_enviroment	.129
equitas merk	<--- Promosi	.202
equitas merk	<--- Country of origin_perseption	.274
minat beli ulang	<--- equitas merk	.315
x3.5	<--- physical_enviroment	.661
x3.4	<--- physical_enviroment	.615
x3.3	<--- physical_enviroment	.731
x3.2	<--- physical_enviroment	.610
x3.1	<--- physical_enviroment	.679
y2.1	<--- minat beli ulang	.739
y2.2	<--- minat beli ulang	.731
y2.3	<--- minat beli ulang	.471
y2.4	<--- minat beli ulang	.589
y1.3	<--- equitas merk	.754
y1.2	<--- equitas merk	.766
y1.1	<--- equitas merk	.585
x2.3	<--- Promosi	.425
x2.2	<--- Promosi	.734
x2.1	<--- Promosi	.549
x1.4	<--- Country of origin_perseption	.586
x1.3	<--- Country of origin_perseption	.667
x1.2	<--- Country of origin_perseption	.644
x1.1	<--- Country of origin_perseption	.603

LAMPIRAN 14 : MODEL *FIT SUMMARY*

Model Fit Summary

CMIN

Model	NPAR	CMIN	DF	P	CMIN/DF
Default model	42	216.135	148	.078	1.460
Saturated model	190	.000	0		
Independence model	19	866.163	171	.000	5.065

RMR, GFI

Model	RMR	GFI	AGFI	PGFI
Default model	.100	.945	.903	.659
Saturated model	.000	1.000		
Independence model	.186	.455	.395	.410

Baseline Comparisons

Model	NFI Delta1	RFI rho1	IFI Delta2	TLI rho2	CFI
Default model	.915	.712	.905	.898	.902
Saturated model	1.000		1.000		1.000
Independence model	.000	.000	.000	.000	.000

Parsimony-Adjusted Measures

Model	PRATIO	PNFI	PCFI
Default model	.865	.650	.781
Saturated model	.000	.000	.000
Independence model	1.000	.000	.000

NCP

Model	NCP	LO 90	HI 90
Default model	68.135	32.865	111.402
Saturated model	.000	.000	.000
Independence model	695.163	606.968	790.872

FMIN

Model	FMIN	F0	LO 90	HI 90
Default model	1.816	.573	.276	.936
Saturated model	.000	.000	.000	.000
Independence model	7.279	5.842	5.101	6.646

RMSEA

Model	RMSEA	LO 90	HI 90	PCLOSE
Default model	.062	.043	.080	.135
Independence model	.185	.173	.197	.000

AIC

Model	AIC	BCC	BIC	CAIC
Default model	300.135	317.104	417.209	459.209
Saturated model	380.000	456.768	909.623	1099.623
Independence model	904.163	911.840	957.126	976.126

ECVI

Model	ECVI	LO 90	HI 90	MECVI
Default model	2.522	2.226	2.886	2.665
Saturated model	3.193	3.193	3.193	3.838
Independence model	7.598	6.857	8.402	7.663

HOELTER

Model	HOELTER .05	HOELTER .01
Default model	98	106
Independence model	28	30

LAMPIRAN 15 : HASIL *INDIRECT EFFECTS***Standardized Indirect Effects (Group number 1 - Default model)**

	Country of origin_perseption	Promosi	physical_enviroment	equitas merk	minat beli ulang
equitas merk	.000	.000	.000	.000	.000
minat beli ulang	.324	.170	.153	.000	.000
x1.1	.000	.000	.000	.000	.000
x1.2	.000	.000	.000	.000	.000
x1.3	.000	.000	.000	.000	.000
x2.1	.000	.000	.000	.000	.000
x2.2	.000	.000	.000	.000	.000
x2.3	.000	.000	.000	.000	.000
Z1.4	.745	.390	.352	.000	.000
y1.4	.198	.104	.094	.222	.000
y1.3	.189	.099	.089	.212	.000
y1.2	.148	.077	.070	.166	.000
y1.1	.245	.128	.116	.275	.000
z1.1	.738	.386	.349	.000	.000
z1.2	.709	.371	.335	.000	.000
z1.3	.698	.365	.330	.000	.000
x3.1	.000	.000	.000	.000	.000
x3.2	.000	.000	.000	.000	.000
x3.3	.000	.000	.000	.000	.000
x3.4	.000	.000	.000	.000	.000
x3.5	.000	.000	.000	.000	.000

